



## Kenmore 2020 Business Acceleration Program

*"Survive and Thrive in 2020 and Beyond"*

### 1. Description:

A unique training and consulting program helping Kenmore businesses to survive and thrive in 2020 and beyond. Sponsored by the City of Kenmore and the Port of Seattle.

**Dates:** Wednesdays, September 16, 23, 30, & Oct 7, 2020  
**Time:** 6:00-8:00PM  
**Venue:** Online secure videoconferencing  
**Fee:** \$20 to reserve admission in the class; to be refunded at the end of the series.  
**Participants:** One or two people from the same business

Each business team receives:

- Four sessions (2 hours each) of business acceleration training and collaboration, with 8-to-10 select Kenmore businesses. Sept 9<sup>th</sup> to 30<sup>th</sup>, 2020. Total 8 hours.
- Guest speakers and resource providers who are business acceleration experts and entrepreneurs.
- Individual and small group consulting with a certified 5X-Entrepreneur consultant, to discuss specific challenges and opportunities in a COVID19 business environment.
- Series workbook based on; *"Best Practices of High Performance Entrepreneurs, Hot100Business Edition"*.

### 2. Qualification Criteria:

- Preference given to owner/managers of Kenmore-area businesses, OR who are Kenmore-area residents.
- Preferred business are:
  - Existing, growth-oriented businesses with staff of 3 FTE (full time equivalent).
  - Higher-potential startups that will need 3 FTE staff within six months.
  - Each person registered should attend all scheduled training and consulting sessions.

### 3. Training Topics:

- From the workbook; "Best Practices of High Performance Entrepreneurs" Each session is focused on how to adapt to the challenges of growing a business in a period high uncertainty and pandemic.



## Kenmore 2020 Business Acceleration Program

*"Survive and Thrive in 2020 and Beyond"*

### Session 1 – Sept 16, 2020

- **Grow Faster Now** – Accelerated Growth Plan in a COVID19 Environment – Design your business to create profitable and sustainable revenue growth now. What would your business look like at this higher level of revenues? How many staff and locations would we need? What kind of equipment and funding? How can we get there quickly, without taking huge risks in the process?

### Session 2 – Sept 23, 2020

- **Business Ownership** – the best practices of high-performance owners that create sustainable profit and more owner compensation right away, and why your business needs to build equity of at least \$3 million. **Business Management** – accelerated implementation of high performance best practices. **Marketing Part A** – efficient and effective best practices that enable and accelerate multimillion-dollar growth.

### Session 3 – Sept 30, 2020

- **Marketing Part B**– best practices that will help you outrun the competition and create sustainable market advantages. **Productivity**– best practices to accelerate and enhance profitability and cash flow without increasing revenues. **HR and Staffing** – staffing is the difference between self-employment and building a business. It is also often directly correlated to the success and pace of business acceleration and profitability.

### Session 4 – Oct 7, 2020

- **Finance and Accounting Part A** – best practices that make the difference between financial success and failure. These best practices often take 20 years of experience to learn the hard way and can save your business from disaster. How to make your business easier to grow and manage. **Finance and Accounting Part B** – how to make your banker, CPA, and other resources love your business right now. **Risk Management** – best practices to prevent problems that can damage and kill a business. **Next Phase & Growth Management** – how to build a highly competitive, multi-divisional business that creates an enduring legacy for owners and key employees. Here's how to do it faster even though most businesses fail to reach this stage.



## Kenmore 2020 Business Acceleration Program

*"Survive and Thrive in 2020 and Beyond"*

### 4. Guest Speakers:

Training includes guest speakers that are experts on their topic as well as follow-up resources to grow the businesses.

### 5. Trainer and Consultant:

Corey Hansen is the founder of Hot100Business, and has helped his clients create over \$2 billion in new equity. A growing number have made it to prestigious "fastest growing" lists, such as the Inc 500/5000, the SBA Small Business of the Year, the Business Journal Hot 100 and many others. His most successful client to date is PopCap Games, which was sold \$1.3 billion after just 10 years from startup.

Corey is co-author of the book, "Best Practices of High Performance Entrepreneurs" (2006-2019), which has helped thousands of business leaders to build high-performance businesses, and he has been featured in articles in Inc. Magazine and Go Magazine. Corey was a Small Business Development Center consultant and director for 13 years and helped over 1,000 businesses accelerate their success through every challenge imaginable. He was also the program consultant for the Kenmore Business Incubator for five years.

### 6. Application

Please complete Pages 4 and 5 of the Business Acceleration Program form and send a scanned copy to [Corey@Hot100Business.com](mailto:Corey@Hot100Business.com). For questions, please contact Corey Hansen by email, or Nancy Ousley, City of Kenmore Assistant City Manager at [nousley@kenmorewa.gov](mailto:nousley@kenmorewa.gov).



## Kenmore 2020 Business Acceleration Program

*"Survive and Thrive in 2020 and Beyond"*

### Business Acceleration Program Application:

Information provided is confidential and applications will be reviewed on a first come first serve basis. All applications will receive written recommendations and referrals to resources to help grow the business.

#### 1. Business info:

Business Name: \_\_\_\_\_

Primary business address: \_\_\_\_\_

Year business started: \_\_\_\_\_ Industry: \_\_\_\_\_

#### 2. Primary contact:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

#### 3. Current number of Staff:

Owners: #Full time: \_\_\_\_\_ #Part time: \_\_\_\_\_

Non-owner management: #Full time: \_\_\_\_\_ #Part time: \_\_\_\_\_

Other staff/contractors #Full time: \_\_\_\_\_ #Part time: \_\_\_\_\_

#### 4. Annual Revenues:

2019 annual revenues (actual):

Under \$300,000: \_\_\_\_\_ \$300,000 to \$1M: \_\_\_\_\_ \$1M+: \_\_\_\_\_

2020 annual revenues (estimated) :

Under \$300,000: \_\_\_\_\_ \$300,000 to \$1M: \_\_\_\_\_ \$1M+: \_\_\_\_\_

Preferred revenue goal for 2021 and beyond \$ \_\_\_\_\_



## Kenmore 2020 Business Acceleration Program

*"Survive and Thrive in 2020 and Beyond"*

### Business Acceleration Program Application

5. Please describe your business in one or two paragraphs:

6. What do you see are the primary drivers (or obstacles) to growing your business, in addition to COVID-19?

**Please complete pages 4 and 5 of the 2020 Business Acceleration Program application and send a scanned copy to [info@Hot100Business.com](mailto:info@Hot100Business.com).** We will review your application and get back to you within five business days. Regardless of approval or not, we will recommend resources to help you grow your business as the City of Kenmore and the Port of Seattle are committed to the success of local businesses.